Tobacco Control Challenges and Opportunities

July 23, 2013
Background

- Goal: Make Iowa #1 in the Gallup-Healthways Well-Being Index by 2016
Five priorities

- The Healthiest State Initiative asked Gallup-Healthways for focus areas that would most help improve the state’s ranking
  - Decreasing the number of Iowans who smoke
  - Increasing consumption of fruits and vegetables
  - Increasing the number of Iowans who are learning or doing something interesting daily
  - Increasing the number of Iowans who have visited the dentist in the last year
  - Increasing the number of Iowans who feel their boss treats them like a partner at work
## Key Priorities:

<table>
<thead>
<tr>
<th>Priority Question</th>
<th>Iowa Rank</th>
<th>Iowa Result</th>
<th>U.S. Result</th>
<th>Top State</th>
<th>Top State Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you smoke? (% non-smokers)</td>
<td>31st</td>
<td>77.5%</td>
<td>79.6%</td>
<td>Utah</td>
<td>87.1%</td>
</tr>
<tr>
<td>Did you eat 5 or more servings of fruits and vegetables 4 days in the last week?</td>
<td>43rd</td>
<td>55.0%</td>
<td>57.8%</td>
<td>Vermont</td>
<td>66.3%</td>
</tr>
<tr>
<td>Did you learn or do something interesting yesterday?</td>
<td>25th</td>
<td>64.4%</td>
<td>64.4%</td>
<td>Utah</td>
<td>69.9%</td>
</tr>
<tr>
<td>Did you visit a dentist in the last 12 months?</td>
<td>22nd</td>
<td>67.7%</td>
<td>65.4%</td>
<td>Connecticut</td>
<td>77.4%</td>
</tr>
<tr>
<td>Does your supervisor treats you like he/she is your partner?</td>
<td>6th</td>
<td>59.2%</td>
<td>56.5%</td>
<td>Colorado</td>
<td>60.9%</td>
</tr>
</tbody>
</table>
ONE IN TEN IOWANS NEEDS TO QUIT SMOKING IN ORDER TO CATCH THE RESIDENTS OF UTAH.

iowahealthieststate.com
What’s New (and Old)

• Lower funding levels
• Changing surveillance
• New tobacco products
• Where we reach our target audience
• More integrated approach to prevention
• New partnerships/strategic thinking
2011 BRFSS SMOKING DATA

Self-Reported Prevalence of Tobacco Status in Iowa’s Adults (2011, new methodology) n(approximate)=8,000

- Current Smokers reporting quit attempt in the past 12 months: 54.8%
- Iowans reporting being a current smoker: 20.4%
  - (2012: 18.1%)
- Median for states, D.C., and territories: 21.1%
- Current Smokers reporting smoking every day: 15.5%
- Current Smokers reporting smoking some days: 4.8%
- Iowans reporting being a former smoker: 25%
- Iowans reporting never having smoked: 54.6%
WBI Five Year Trend – Smoking Rates

WBI Smoking Rates

- Nation
- State of IA

2008: 22.0%
2009: 21.0%
2010: 22.2%
2011: 22.5%
2012: 22.5%

Iowa Smoke Free Air Act passed
Youth Surveillance

• Iowa Youth Survey (Partnership between IDPH-DOE-ODCP-DHS-Other agencies)


• 6th, 8th, and 11th graders
Self Reported Tobacco Usage 6th, 8th, and 11th Graders

- **Current**
  - 1999: 20%
  - 2002: 15%
  - 2005: 10%
  - 2008: 7%
  - 2010: 7%
  - 2012: 7%

- **Ever**
  - 1999: 33%
  - 2002: 25%
  - 2005: 20%
  - 2008: 12%
  - 2010: 12%
  - 2012: 12%
Self Reported Tobacco Usage-8th Graders

- **Current**
- **Ever**

[Graph showing the decline of self-reported tobacco usage from 1999 to 2012, with a significant decrease in usage over time.]
Find the tobacco
Find the tobacco
Remind you of anything?
Find the tobacco company owned NRT
Old Tobacco

• Cigarettes
• Spit tobacco
• Cigars
• Pipes
• Missing any?
New Tobacco

- Cigarettes
- Smokeless Tobacco
- Cigars
- Pipes
- Dissolvables
- Missing any?
New Tobacco

• Dissolvables
• Missing any?
What we’re seeing ‘new’ in Iowa

- E-cigs
- Hookah
- Zonnic
E-Cigarettes

• Advertised on TV
NEW!

Take Back Your Freedom
with Stephen Dorff

WATCH THE VIDEO ➤
E-Cigarettes

• Advertised on TV
• New since mid-2000 (2006?)

<table>
<thead>
<tr>
<th>Popular Television 2006</th>
<th>Technology 2006</th>
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<tr>
<td>CSI: Crime Scene Investigation</td>
<td>The one billionth song is purchased from Apple iTunes.</td>
</tr>
<tr>
<td>Malcolm in the Middle</td>
<td>Nintendo releases the Wii in North America with an MSRP of US$249.99</td>
</tr>
<tr>
<td>Survivor</td>
<td>Google purchases YouTube for US$1.65 billion in stock</td>
</tr>
<tr>
<td>The Weakest Link</td>
<td>Pluto is downgraded from a Planet to a dwarf planet by The International Astronomical Union (IAU)</td>
</tr>
<tr>
<td>Yes, Dear</td>
<td></td>
</tr>
<tr>
<td>The Simpsons</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td></td>
</tr>
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E-Cigarettes

• Advertised on TV
• New since mid-2000 (2006?)
• Could be a good way to quit
• Could be a good way to start
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• Known health effects of ‘normal’ cigarettes
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Risks from Smoking

Smoking can damage every part of the body

Cancers
- Head or Neck
- Lung
- Leukemia
- Stomach
- Kidney
- Pancreas
- Colon
- Bladder
- Cervix

Chronic Diseases
- Stroke
- Blindness
- Gum infection
- Aortic rupture
- Heart disease
- Pneumonia
- Hardening of the arteries
- Chronic lung disease
- Reduced fertility
- Hip fracture
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Hookah (Shisha)

- Targeted to college students mostly

ISU Hookah Club (HC)

ISU Hookah Club was started by experienced Hookah smokers and is still run by those students with in-depth knowledge of hookah. The name explains it all. We gather EVERY Wednesday at 8pm at the Chick Shack. At meetings we smoke hookah and socialize. It's a great place to meet new friends! If you would like to join just show up at any meeting with your dues. Dues are only $5 per meeting to smoke and a small one-time $10 membership fee (this helps cover any extra expenses the club has besides smoking). For your dues you will get to smoke out of anywhere from 2-5 hookahs on average. Our meetings start at 8pm and last until the shisha's gone! Please join us on Facebook: http://www.facebook.com/group.php?gid=2590241947603

Contact Us:
Derek Taylor (President)
Website:
None
Membership: Request to Join

More Information: members, officers, accounting, meeting, constitution, special events
Hookah (Shisha)

Missing Des Moines
As the owner quotes: "Being away from my hometown of Beirut, Lebanon, I missed a lot of things including the Chicha cafes there. As a seasoned Chicha smoker and a graduate business Student at Iowa State University, I decided to open a Chicha Cafe' in campus town to bring a flavor of home into my new home, Iowa..."
Hookah isn’t addictive.
“You go smoke hookah every once in a while, it’s not a habit like smoking cigarettes,” says Emily Levin, a Northwestern University sophomore. However, smoking hookah can become habitual. “While the water does absorb some of the nicotine, water pipe smokers can be exposed to a sufficient dose of this drug to cause addiction,” the WHO study reports.

Hookah isn’t toxic.
“I think the smoke is diluted so it doesn’t really do anything, it’s certainly better than smoking a cigarette,” says Ellen Dasilva, a sophomore at Brown University. According to the WHO, “even after it has been passed through the water, the smoke produced by a water pipe contains high levels of toxic compounds, including carbon monoxide, heavy metals and cancer-causing chemicals.”
Iowa Smokefree Air Act
For information or to register a complaint: 1-888-944-2247
FOOD MENU

HUMMUS PLATE ............................................. $6.00
Ground chick peas, tahini sauce, and lemon juice served on a plate with two 7” pita bread topped with paprika and olive oil.

CHEESE PITA .............................................. $3.00
A 7” pita topped with American cheese.

CHEESE STICKS ........................................... $5.00

FRENCH FRIES ............................................... $3.00

HOME STYLE CHIPS ....................................... $3.00

FUNNEL CAKE FRIES ................................. $5.00
(20 pieces per order)

CHICKEN TWISTS BASKET (with fries or chips) .................. $7.00
(Graveable chicken, tasty, crunchy and crispy breading)

SPICY BONLESS WING ZING BASKET (with fries or chips) .... $8.00
Wing-Zings offer a one-of-a-kind peppery “zing” flavor.

GOLDEN CHICKEN STRIPS BASKET ................ $7.00
3 lightly breaded chicken strips fried with your choice of fries or chips.

GYROS BASKET (gyro sandwich with fries or chips) ............ $7.50
Slices of beef and beef or pork 7” pita with tomato sauce, tomatoes, and more.
ZONNIC

- Cheap
- Cessation
ZONNIC

- Tested in Iowa
- Started 2012
Stonewall and Ariva

- Available in Iowa
- Only known dissolvable tobacco product here
• Pictures from the field
Summary

• Many changes to tobacco products recently
• Three trends in Iowa
  – Test market for Zonnic
  – Hookah around colleges
  – E-Cigs not covered by SFAA
• Health effects mixed
• Potential for addiction
What we’re doing to reach youth now

WFF
• Intro: been trying to come up with a campaign using new methods that youth tobacco prevention is focusing on
  – Web (social media/ fb, twitter)
  – Videos (youtube)
  – Use of phones (short clips), qr codes
Overview

• **WFF** stands for Worth Fighting For.
• **WFF** is about Empowerment, not being a victim.
• **WFF** is about tobacco prevention but it’s also a message that can apply to other prevention messages and risky behaviors. If you know why you’re worth fighting for and don’t use tobacco, it’s an easy step to be worth fighting for and not drink or text-and-drive.
Turn Your Back On Tobacco

Organization
I-STEP is Iowa's youth-led tobacco prevention movement! Turn Your Back On Tobacco! We are strong!

Our bodies and lives are Worth Fighting For! We choose to be tobacco-free!
I-STEP Summit Red Carpet
Results

• The WFF message was a collaboration between youth in I-STEP and the Division. It was designed to be at message that would work with youth.

• Goal of January was to see what worked best as far as the goal of getting youth to “Like” us on Facebook (www.facebook.com/turnyourbackontobacco)
  – FB “Likes” on January 3: 7
  – FB “Likes” on January 31: 110
  – FB “Likes” February 15: 169
  – FB “Likes” April 2: 175
Conclusion

• Active work on the campaign can grow its popularity.
• T-shirts are unifying and raise awareness.
• QR code use is not common, more likely to connect with us through Facebook or computer link (bit.ly).
• Paying for ads not as effective as a picture from a school.
• Future: 2 schools are signed up to do videos in March, 2013.
truth
"PRODUCTS" ON THE HORIZON

Digital + Experiential

- Content
  - CURRENT
  - YouTube
- Games
- Grass Roots
- Retail

truth
tureh
live
get the raw feed
GROWING OUR SOCIAL FOOTPRINT

- Investment
  - Building our “base” to ensure we are not dependent on paid media in the future
- Model requires a high volume of quality content
  - Curating for relevancy
  - Key role for partners
- Fertile ground for evaluation
- Proliferation key to growth
  - Will build over time…

Feed → Grow
Conclusion

• National groups moving away from TV/Broadcast too.
• Branding important
• Providing message through use of media
Questions